

Rep Order# 9782476 Ver# 1 Status New Traffic Order# Printed: 08/03/2012 9:43 AM 1 of 2
 EC'd No Last Received: 08/03/2012 9:32 AM
 Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1549
 Buyer Katie Keuleman
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1549
 Flight Dates 08/04/2012 - 08/17/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILIPPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
 OBAMA FOR AMERICA - FLIGHT C *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
 NEW OBAMA - FLIGHT C ORDER
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	1	M-F	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/06-08/17	1	2	2	\$1,600.00	
	2	M-F	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/06-08/17	3	2	6	\$2,400.00	
	3	M-F	730P-8P	JEOPARDY	:30	\$400.00	08/06-08/17	3	2	6	\$2,400.00	
	4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/04-08/11	1	2	2	\$800.00	
	5	TH	9P-10P	GREY'S ANATOMY	:30	\$1,100.00	08/09-08/16	1	2	2	\$2,200.00	
	6	SU	8P-9P	ONCE UPON A TIME	:30	\$1,400.00	08/05-08/12	1	2	2	\$2,800.00	

---REPORT TOTALS---
 Report Totals: 20 / \$12,200.00

---SALES MONTHLY TOTALS---
 Aug 12: 20 / \$12,200.00

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Sales Totals: 20 / \$12,200.00
Station Totals: 20 / \$12,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$412,162	CABL 0%	WBSV 1%	WFLA 17%	WFTS 20%
		WTOG 2%	WTTA 2%	WTVT 25%	WWSB 2%
			UNKN 0%		
			WTSP 26%		

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

GMMB
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

<u>Contract / Revision</u> 31215 /		<u>Alt. Order #</u> 09782476
<u>Product</u> 1549/OBAMA FOR AMERICA		
<u>Contract Dates</u> 08/04/12 - 08/17/12		<u>Est. #</u> 1549
<u>Advertiser</u> OBAMA FOR AMERICA		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/06/12	08/17/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				1	\$800.00			
Week:		08/13/12	08/19/12	MTWTF--				1	\$800.00			
N 2	7	08/06/12	08/17/12	M-Sa 7-730p	WHEEL		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$400.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$400.00			
N 3	7	08/06/12	08/17/12	M-Sa 730-8p	JEOPARDY		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$400.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$400.00			
N 4	7	08/04/12	08/11/12	M-Sa 7-730p	WHEEL		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$400.00			
Week:		08/06/12	08/12/12	-----S-				1	\$400.00			
N 5	7	08/09/12	08/09/12	Thu Prime Hour 2	WIPEOUT		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---T---				1	\$1,100.00			
N 6	7	08/05/12	08/12/12	Sun Prime Hour 2	SECRET MILLION.		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$1,400.00			
Week:		08/06/12	08/12/12	-----S				1	\$1,400.00			
N 7	7	08/16/12	08/16/12	Thu Prime Hour 2	TIME MACHINE CI		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,100.00			
Totals											20	\$12,200.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/17/12	20	\$12,200.00	\$10,370.00
Totals	20	\$12,200.00	\$10,370.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31215 /	09782476

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
08/04/12 - 08/17/12	1549/OBAMA FOR AME	1549

<u>Advertiser</u>	<u>Original Date / Revision</u>
OBAMA FOR AMERICA	08/03/12 / 08/03/12

Signature: _____ **Date:** _____

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